KickStarter Data Analysis

KickStarter is a global crowdfunding platform where artists and inventors can post their ideas, which I will refer to as campaigns, on the site in hopes their ideas will receive funds from people or organizations from around the world in a given timeframe. In terms of funding, the projects are either categorized as live, successful, canceled or failed.

This data set has a sample size of n = 4114 and created pivot tables, bar graphs, line graphs to summarize and conceptualize the data. Given these graphs and pivot tables, we can draw a few conclusions:

1. In general, the categories that experienced the greatest success were the categories affiliated with the fine and performing arts (theater, music, film and theater).
2. The food category had one of the highest rates of failure where 20 had the status of canceled, 140 failures, 6 that are live, and 34 successes.
3. When looking at the status (success, failure, and cancelations) over the course of the year, successes drop from November to December, cancelations drop from November to December while failures stay stagnant (with a minor increase by 4).
4. When filtering by country and category, we can generalize what some countries value by seeing number of successes versus the number of failures and cancelations.

But with every data set, there are some limitations. This data set is no exception. Some of the limitations in this data set include:

1. In the Currency column, different currencies are used and they would have to be converted to a single currency if we would want to perform an analysis on the data using currency.
2. Knowing KickStarter is a global online community of investors and non investors who want to support those campaigns, is there a correlation between campaigns who are successful having greater support from investors?
3. After whom is KickStarters marketing campaign going after? Do their marketing campaigns target everyone or is there a specific group of people with certain interests they are targeting?
4. What is the nationality of those making contributions to these campaigns? When filtering the data by country, the United States has 3038 campaigns out of the 4114 campaigns. More than 50% of these campaigns have a state of “successful.” Is it possible that someone’s nationality may influence these results?

In addition to pivot tables, bar graphs and line graphs, there are additional graphs that can be used to represent this data. The pie chart can give us a graphical representation of the percentage of campaigns that were successful, percentage of those that are live, percentage of those that are canceled and the percentage of those that failed. We can also create bar graphs where we look at each country and show how many successes, failures, and cancelations have.